



There are 20 cigarette holders to every pack of Parliament.

The tip of a Parliament is a cigarette holder.

We call it a holder because it works like one.

There's a firm outer shell that surrounds the filter. And then the filter is recessed—tucked back inside. Away from your lips.

So you get a clean taste.

A really good taste.

The Parliament holder.

It really works.

King-Size and Charcoal 100's.

It works like a
cigarette holder
works.



King: 11 mg "tar", 10 mg nicotine-100's; 10 mg "tar", 13 mg nicotine in. per cigarette. FTC Report No. 20

2061190661